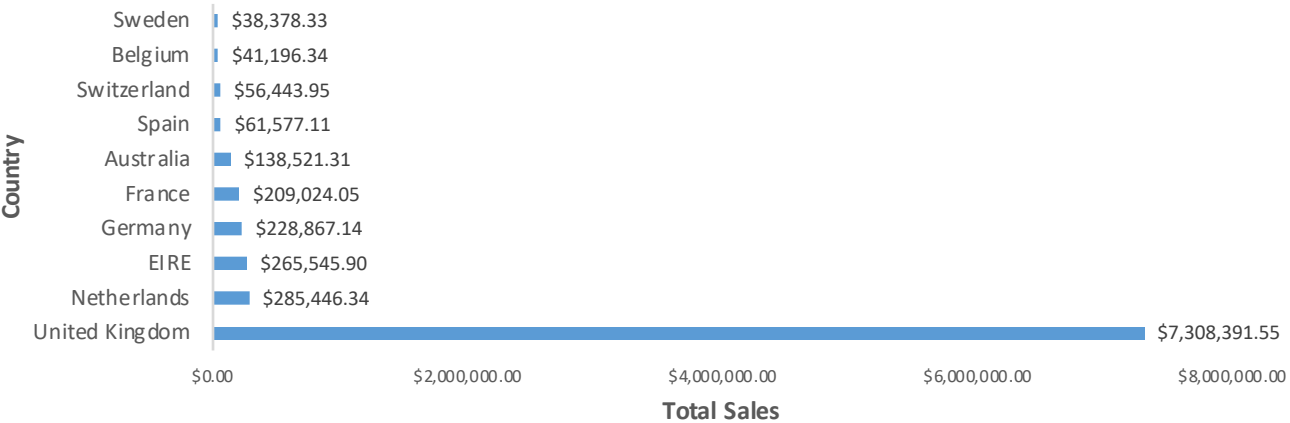
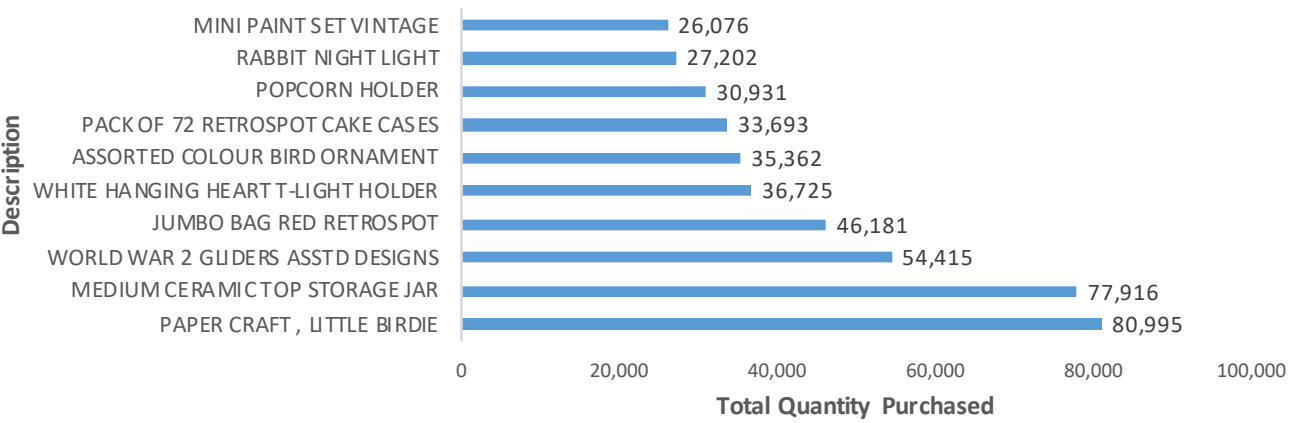


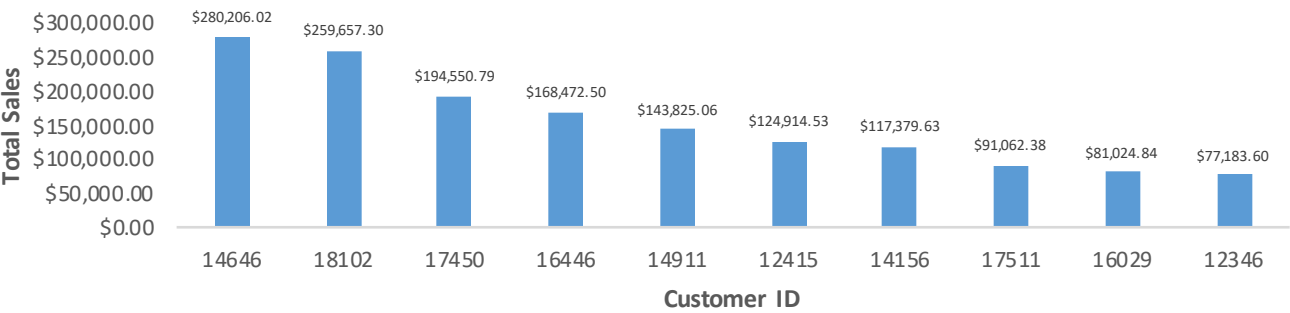
### Top 10 Countries By Sales



### Top 10 Descriptions by Quantity Purchased



### Top 10 Customers By Sales



### InvoiceDate

2010 - 2011

QUARTERS ▾

2010

2011

Q1

Q2

Q3

Q4

Q1

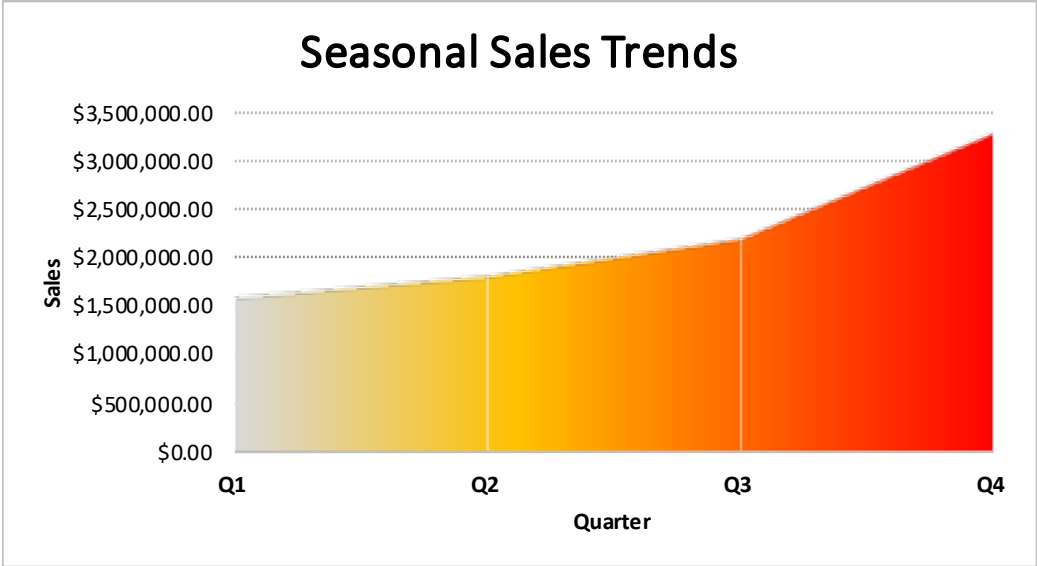
Q2

Q3

Q4

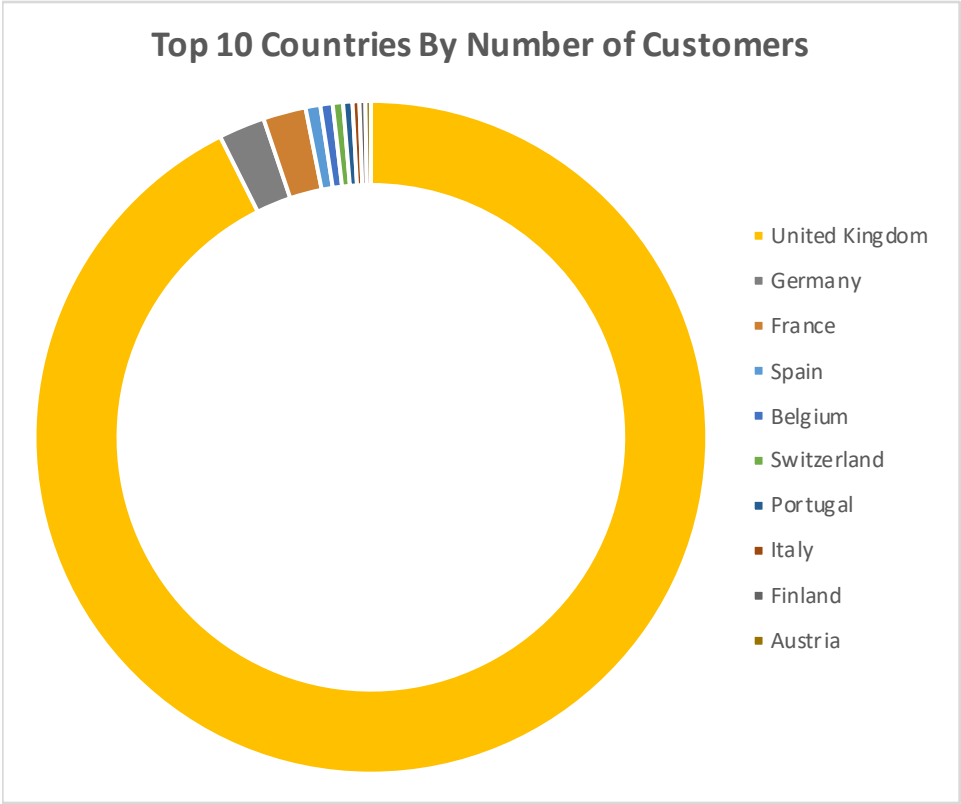
Yearly Quarters	Sum of Sales
Q1	\$1,612,083.15
Q2	\$1,809,008.61
Q3	\$2,198,273.29
Q4	\$3,292,042.85
Grand Total	\$8,911,407.90

Sales peak **consistently** in Q4 (\$3.29M) - thanks to the busy holiday shopping season (Thanksgiving, Christmas, New Years, etc.)



Country	Total Number of Customers
United Kingdom	3920
Germany	94
France	87
Spain	30
Belgium	25
Switzerland	21
Portugal	19
Italy	14
Finland	12
Austria	11
Grand Total	4232

The **UK** by far has the most customers, significantly outpacing all other countries. **Germany** and **France** follow as the second- and third-largest customer bases, but both trail far behind the UK. This suggests that the UK is the most engaged market in this dataset, potentially benefiting from stronger brand presence in that nation.



Country	Total Quantity Purchased
United Kingdom	4,256,740
Netherlands	200,361
EIRE	140,275
Germany	119,261
France	111,471
Australia	83,901
Sweden	36,083
Switzerland	30,082
Spain	27,940
Japan	26,016
<b>Grand Total</b>	<b>5,032,130</b>

The **United Kingdom**, **Netherlands**, and **Ireland (EIRE)** are head and shoulders amongst every nation in total quantity. This indicates consistent and repeat purchases and/or bulk buying.



Country	Avg Sales KPI	Avg Sales KPI Goal	Avg Sales KPI Status
Netherlands	\$121.00	\$100.00	✅
Australia	\$117.19	\$100.00	✅
Japan	\$116.56	\$100.00	✅
Singapore	\$95.85	\$100.00	✅
Sweden	\$85.10	\$100.00	✅
Denmark	\$49.88	\$100.00	⚠️
Lithuania	\$47.46	\$100.00	⚠️
Lebanon	\$37.64	\$100.00	❌
EIRE	\$36.70	\$100.00	❌
Brazil	\$35.74	\$100.00	❌
<b>Avg Sales</b>	<b>\$66.06</b>	<b>\$100.00</b>	⚠️

Average sales per country vary widely by country, with the Netherlands, Australia, and Japan leading the top 10. These differences may reflect regional pricing strategies, product preferences, or customer buying behavior.

Top 10 Countries by Avg Sales KPI

